



# African American Cultural Center Community Visioning Kickoff

January 29, 2019





# Institutional Planning for the African American Cultural Center of Long Beach

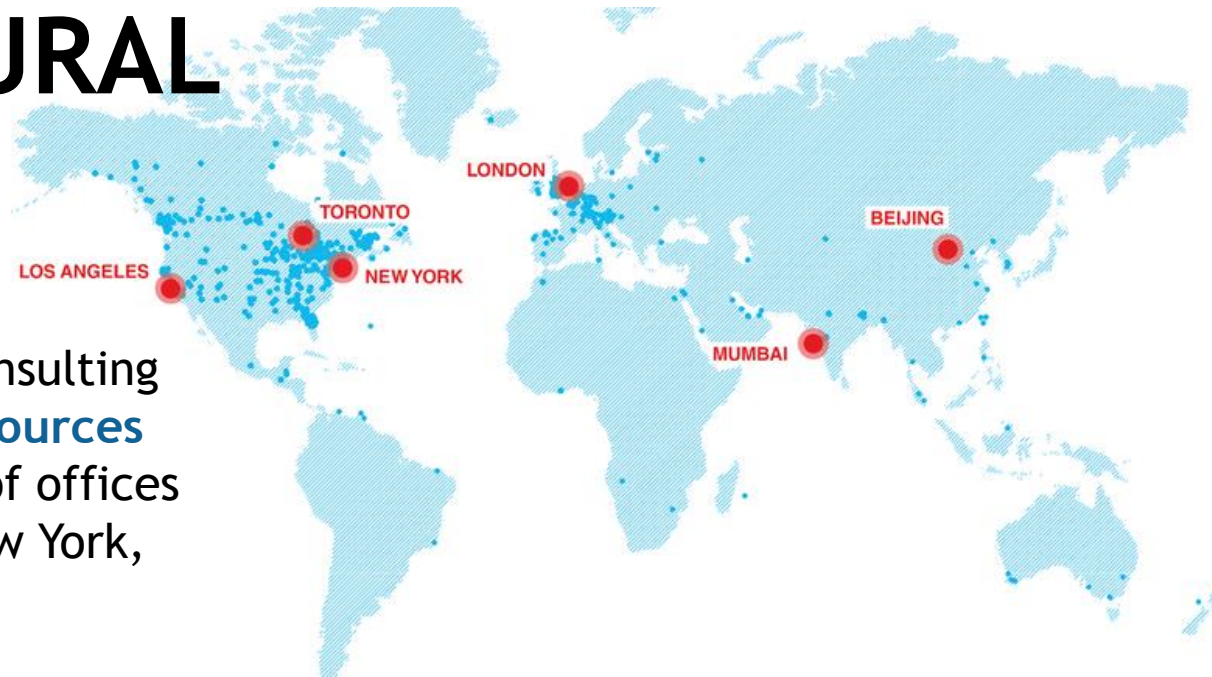
Presented by Kathleen Brown, Lord Cultural Resources

Community Kick-off, January 29, 2019



# ABOUT LORD CULTURAL RESOURCES

As the leader in cultural consulting services, **Lord Cultural Resources** relies on a global network of offices in Toronto, Los Angeles, New York, Mumbai and Beijing.



- 6 OFFICES
- 450+ CITIES
- ▨ 57 COUNTRIES
- 2500+ PROJECTS

# LORD CULTURAL RESOURCES



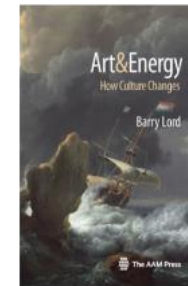
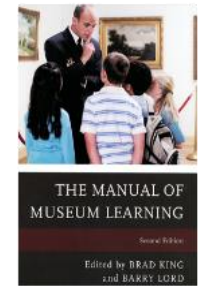
**Kathleen Brown**  
Senior Practice Leader



**Joy Bailey-Bryant**  
Vice President, US



**Javier Jiménez**  
Director



# SHARING STORIES OF PEOPLE OF AFRICAN DESCENT

NATIONAL MUSEUM OF AFRICAN AMERICAN  
HISTORY AND CULTURE, SMITHSONIAN  
INSTITUTION

WASHINGTON, DC  
2008, 2011-13

Public Engagement, Facility Planning, Operations Planning,  
Content Development, Communications, Learning Program  
Plan, Learning Hub Facility Strategy, Interpretive Plan:  
Children and Youth Experience, Children's Gallery Analysis





# SHARING STORIES OF PEOPLE OF AFRICAN DESCENT

CANADIAN MUSEUM FOR HUMAN RIGHTS

WINNIPEG, MANITOBA  
2001- present

VIOLA DESMOND



# BUILDING STRENGTH IN COMMUNITIES

## AUGUST WILSON CENTER FOR AFRICAN AMERICAN CULTURE

PITTSBURGH, PA  
2000-03

Concept Development, Interpretive Plan,  
Business Plan, Architect Selection Service,  
Institutional Plan, Project Implementation





# IMPLEMENTING NEW CONCEPTS

## MUSEUM OF THE AFRICAN DIASPORA

SAN FRANCISCO, CA  
2001-05

Concept Plan, Master Plan, Facility Plan,  
Business Plan, Implementation Services





# PLANNING FOR A BIG VISION

MUSEUM OF LATIN AMERICAN ART

LONG BEACH, CA  
2018

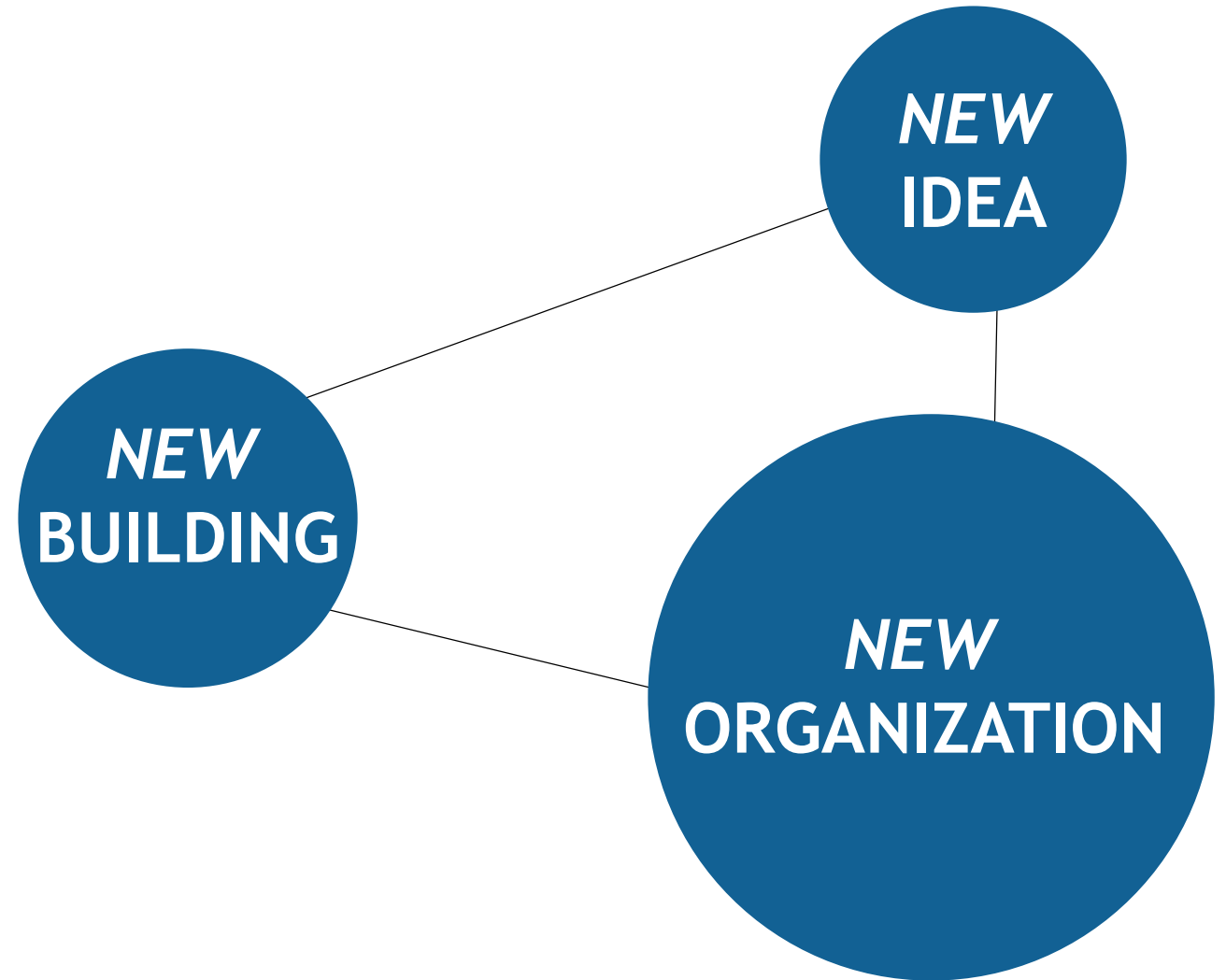
Collections Study Center Interpretive  
Program and Facility Strategy



# OUR PROCESS

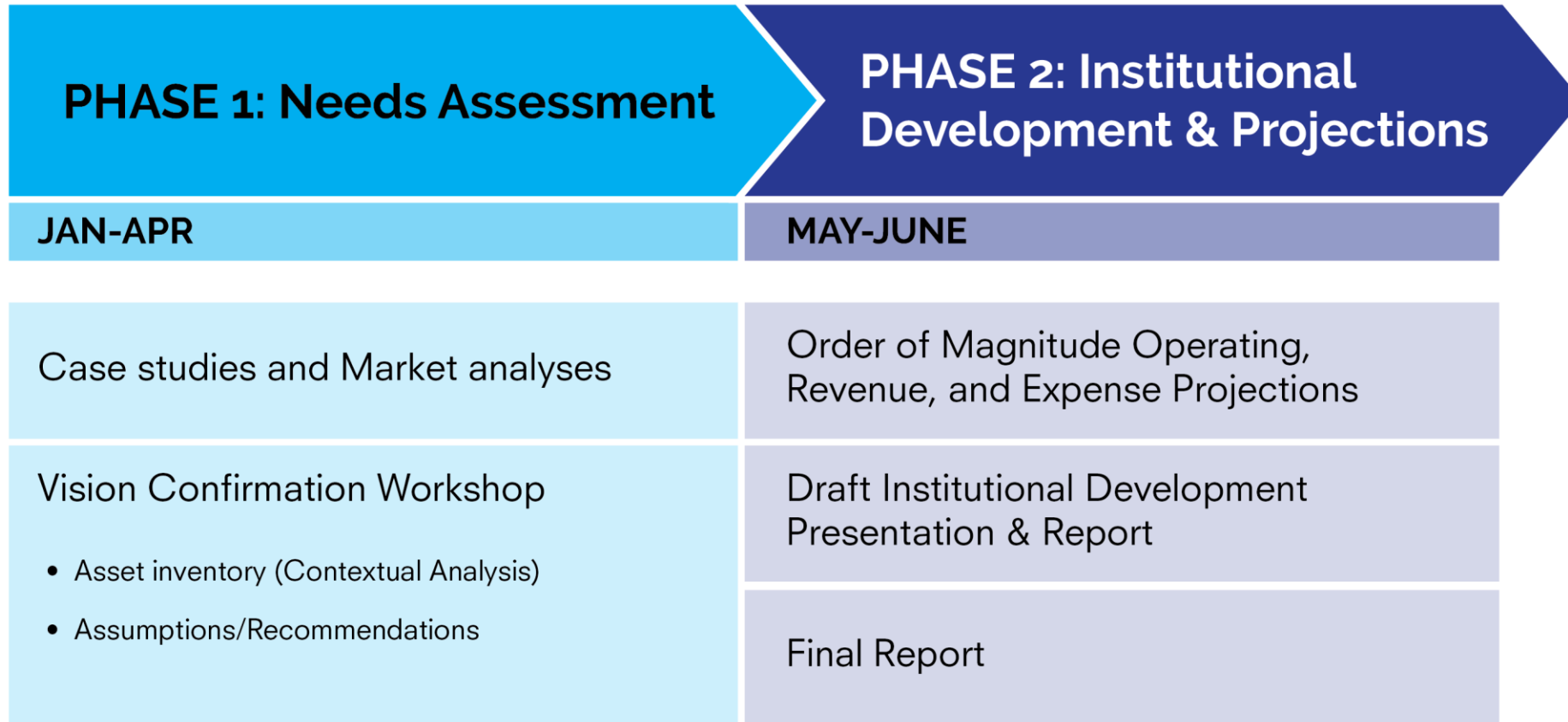
## Institutional Planning:

The identity and future of an institution focusing on Mission, Vision, and Strategy





# AACC OF LONG BEACH INSTITUTIONAL PLANNING PROCESS



## ADDITIONAL RELEVANT EXPERIENCE

- Motown Museum, Detroit, MI
- Jackie Robinson Museum, New York, NY
- Virginia Key Beach Park Museum, Miami, FL
- Schomburg Center for Research in Black Culture, New York, NY
- Rosa Parks Apartment Museum, Montgomery, AL
- DuSable Museum of African American History, Chicago, IL
- Studio Museum in Harlem, New York, NY
- National Civil Rights Museum, Memphis, TN
- Albany Civil Rights Institute, Albany, GA
- Reginald F. Lewis Museum of Maryland African American History & Culture, Baltimore, MD
- California African American Museum, Los Angeles, CA
- Harlem African Burial Ground, New York, NY
- Lumpkin's Jail Site, Richmond, VA







# Thank You!

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# Community Engagement Plan African American Cultural Center

Tasha W. Hunter and Alan Burks, Environ

January 29, 2019



# Tasha W. Hunter, MFA

Arts Council President



# Alan Burks

AIA, LEED® AP BD+C President, Director of Architecture



# What is a Cultural Center?

- An organization, building or complex that promotes culture and the arts.
- A cultural center brings communities together.
- Teaches customs and traditions through events, festivals, and workshops.
- Promotes economic growth and employment opportunities.
- Acts as drivers of civic life and entertainment.
- Can be used for mentoring and cultural preservation.
- Enhances respect for a culture.









# Why We Engage

- This belongs to YOU, the community and it is YOUR cultural center.
- It works for the community and will have the programs you want.
- It will be a place to go, be, meet, build, create and grow.
- Will help provide educational opportunities.
- Each and everyone of your ideas matter and are important.
- We want to see this vision come to fruition.





# Who We Engage: You. The Community

- Local Community Organizations
- City Council Offices
- Church groups
- Senior Centers
- Neighborhood Organizations
- Student Organizations from LBUUSD, LBCC, CSULB

**Everyone is invited to participate in this process.**



# How We Engage: Outreach Plan

- Monthly Steering Committee Meetings at the Expo Arts Center
- Three Community Roundtables throughout the city in March, April and May
- One-on-one interviews
- Focus groups
- Surveys
- Website
- Social Media
- Brochures





# When We Engage

## Proposed COMMUNITY ROUNDTABLE Dates

- Roundtable #1 – **Thursday, March 7, 2019**  
Data and information gathering session
- Roundtable #2 – **Thursday, April 4, 2019**  
Restate findings and obtain additional info
- Roundtable #3 – **May 2019**  
Deliver draft plan

# When We Engage

## Proposed STEERING COMMITTEE Meeting Dates

Expo Art Center 4321 Atlantic Ave.

- **Community Visioning Kickoff - Tuesday, January 29, 2019**
- Meeting #1 - **Tuesday, February 26, 2019**
- Meeting #2 - **Tuesday, March 26, 2019**
- Meeting #3 - **Tuesday, April 30, 2019** – 3 to 4 hours\*
- Meeting #4 - **Tuesday, May 28, 2019**
- Meeting #5 - **Tuesday, June 25, 2019**



# How We Engage Tonight

## Process of Engagement

- **STEP 1:**  
**Each table will create:**  
A list of ideas, questions, concepts.  
(i.e. Who we should reach out to, questions we should ask, what you would like to see in the cultural center.)
- **STEP 2:**  
Select someone at table to announce Top 3 ideas and/or questions to share with the entire group.
- **STEP 3:**  
Table notes will be collected for an inclusionary process.





**Thank you!**

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